

ExportGA

About the Program

- Three workshop seminar for companies wanting to compete in the global marketplace
- Since 1999, has helped over 150 companies sell in excess of \$40 million internationally

Program Structure

- Representatives from UGA's Small Business Development Center will host two sessions on campus early in Spring 2016 semester to prepare students for subsequent workshops
- Companies send representative(s) to three workshops throughout the spring
- Export-ready participants work during and between workshops on a variety of issues
- Trade experts provided by U.S. Department of Commerce, Georgia Department of Economic Development, and UGA

Student's Role

- Student intern is an integral part of consulting team
- Provides research support to help identify:
 - Target markets
 - Potential customers
 - Competition
 - Product standards and regulations
- Requirements
 - Mandatory presence at two training sessions prior to workshops
 - Mandatory presence at three workshops throughout March and April
 - 15 page final paper for INTB 4800 credit

Agenda

- Breakfast and lunch included, travel costs reimbursed. You will need to arrange your own transportation to the workshops
- There will be two mandatory evening sessions in Athens prior to the first March 29th workshop
 - These are intended to serve as training sessions on skills necessary to working with companies enrolled in the program
 - Tentatively scheduled for February 4 and March 4
- Session 1: Friday March 25, 8:30AM – 2:30AM
 - Researching/Identifying Best Potential Markets
 - International Marketing Strategies
 - Finding International Partners and Qualifying Them
 - Lessons Learned from an Experienced Exporter

- Session 2: Friday, April 15, 8:30AM – 2:30PM
 - Meeting International Standards
 - Understanding Free Trade Agreements
 - Logistics: Understanding Incoterms and their Impact
 - International Costing & Pricing
 - Preparing International Quotations
 - International Payment Terms and Risk Mitigation

- Session 3: Friday, April 29, 8:30AM – 2:30PM
 - Website Design for a Global Marketplace
 - Legal Considerations for Exporting
 - Export Compliance
 - Optimizing International Trade Shows
 - Financing International Transaction
 - Duty Drawback

INTB4800 Requirements

- Application process
- If selected, must register for INTB4800 during the spring internship semester
- Supervisor evaluation
- 15 page paper due before the last day of classes

FAQs

- How is the work for the internship done?
 - Other than the mandatory campus sessions and workshops, work can be performed remotely from Athens, allowing for regular coursework
- How are students paired with companies?
 - Students in the program serve as a pool of knowledge to serve the companies on various projects and assignments. This allows the number of students accepted to the program to be flexible.
 - Specific time expectations vary from company to company. However, as a valuable member of the consulting team the student is expected to work between workshops on given assignments and tasks.

Contacts

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